

News You Can Use!

Free NRT for QL Callers, IF...

- Two Week Supply
- Uninsured
- Medicaid
- Medicare
- Must enroll in counseling
- No medical contraindication
- Patches only

Limited Time Only!

News You Can Use

Chantix Coupons...

- Must complete intake
- Chantix Coupon worth \$30
 - \$10 each 3 times
- Mailed to caller with Quit Kit
- Pfizer will track coupon redemption

First 500 Quit Line callers



Reach:

Are you Getting the Message Out?

*Excerpts from Campaign for Tobacco-Free Kids Sustaining Success

Establish the Tobacco
Control Program as the
Go-To Resource for all
tobacco-related materials
and questions

Engage local media

- Press releases
- Letters to the editor
- Earned media
 - Generate local stories
 - Invite the mayor, city councilman, county judge, or your legislator to your event
 - Include him/her in a photo for your story
 - Invite the press to community forums and other events

Success Stories

- Enlist successful quitters as spokespersons for the program
- Successful quitters can be effective spokespersons who can share their stories with the media and with policymakers, testify at hearings, and write op-ed pieces about their experience
- Share these real life stories when you meet with local community groups such as parent teacher associations, local clergy members, and civic organizations.

Staying in touch with local officials, your legislators, business leaders, and stakeholders

- Does your health department have a newsletter?
 - If tobacco control is included, send a copies
- Develop a newsletter about tobacco control activities
- Clip (and send) news articles about your program